
THE NON-DESIGNER'S *Design Workshop*

Non-Designer's Design Workshop Half-day Presentation for the City of Albuquerque

Presentation Topics

Design Principles: Focal point, Hierarchy, Eye flow, Balance, White Space, Consistency, Simplicity, Unity

Design Techniques: Contrast, Repetition, Alignment, Proximity

Graphics: Techniques for visual interest

Typography: Selecting and mixing fonts, using contrast effectively

Readability: Guidelines for creating readable type

Materials

Handout of the slide presentation will be available online for workshop participants (approx. 20 page pdf).

Optional: Signed copies of Robin Williams *Non-Designer's Design Book* at \$20 per book.

Fee

\$1,500 plus airfare and travel expenses (approx. \$500). Includes prep time to customize the presentation for the City of Albuquerque's objectives and follow-up questions via email.

WORKSHOP TECHNICAL REQUIREMENTS

Overhead projection system, Mac compatible.

Instructor

Barb has been a freelance graphic designer since 1989, generating effective print and web design for a wide variety of clients. Trained in the Design Program at the Santa Rosa Junior College (SRJC), Barb went from student to teaching assistant to adjunct faculty instructor. Now in her 18th year teaching graphic design at the SRJC, she has developed a presentation style that is informative and lively. Passionate about the material, Barb's goal is to infuse participants with enthusiasm and confidence as well as the skills and knowledge necessary to create well-designed materials.

Workshop is based on:

The Non-Designer's Design Book, Robin Williams, Peachpit Press.

You and your presentation were so very appreciated. It's been a long time since I have had the opportunity to say, "I really enjoyed the person speaking and learned so much more than I hoped from the program"! Even though you said you didn't know much about the nursing field, you had done your homework and used wonderful, powerful and relevant examples while demonstrating the variety of design techniques.

—Jean Simmons, Massachusetts and Rhode Island League of Nurses